

welcome to iGive

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iGive.com™ How iGive works

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We'll send \$10 to **YOUR** favorite cause the first time you shop at iGive

Many people want to support their favorite charitable efforts but find time and/or resources limited. We've designed iGive.com to enable individuals to benefit their chosen communities through their everyday online shopping. It's free, private and confidential, and it's convenient from your home or office. It is our goal to help individuals make supporting their favorite worthy cause a daily, almost instantaneous activity.

Choose your favorite charity.

Unlike other affinity programs, you choose or list the charity you would like to support. It could be a large national nonprofit or a small community operation. Our members have nominated and supported charities including local schools, PTAs, scout troops, high school marching bands, local pet and animal rescue groups, churches, youth clubs, foundations for medical research, science foundations, and many more. Most charities are eligible to participate.

Shop the iGive.com mall.

The most effective way to support your cause is by shopping at our mall. Each time you shop online through the iGive Mall, we send a percentage of the purchase price of the products you buy to your favorite charity.

Raise tens or hundreds of dollars

Over 80 well-known merchants at our mall offer fantastic prices on office supplies, books, CDs, videos, toys, flowers, sporting goods, gifts, groceries, gardening supplies and more.

Our average 'donation' of around 8% of the purchase price. Imagine how much good your grocery shopping alone could do.

Our guarantees.

- iGive.com exists to serve our members and enable them to support their favorite causes through online buying and browsing.
- iGive.com member privacy is always protected fully. We do not sell mailing lists or reveal the names or mailing addresses of our members. One important exception: Members can choose to have their names revealed to the organizations they support.
- The iGive.com member relationship is not meant to imply an endorsement by the cause of iGive.com, or an endorsement by iGive.com of the cause. We are neutral on the causes we support, and adamant about supporting the causes our members choose. We do not, however, support causes that advocate violence, break the law, or are political in nature. (The

former for moral reasons, the latter because political contributions are regulated.)

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For more information, please read our [member agreement](#).

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Thank you for
supporting
Your Favorite Cause.

☐ confirming

☐ iGive Gift Store

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deals/specials

- [Drugstore.com](#) MOTRIN 2 for 1
- [Beyond.com](#) - FREE McAfee anti-virus after rebate!
- [FREE personalized STRESS test](#)
- [Barnes&Noble](#)- save up to 90% at the BARGAIN BIN
- [Beyond.com](#) - FREE McAfee anti-virus after rebate!
- [FREE personalized STRESS test](#)

test


☒ malldirectory

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our merchants

 Merchants A-Z

 Merchants by %

Merchants reached via this page support your causes through purchases made at their sites

☒ Avon skin so soft

☒ Auto Accessory - Shop online and SAVE

☒ FLOOZ -\$15.00 FREE

☒ First Jewelry - for HER and your cause

 any problems, questions, concerns? [contact us](#)

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iGive.com™

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(for cause resources click

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iGive.com™ Member Agreement

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A Member and iGive.com agree to the following:

1. iGive.com (iGive) represents the individual user of the iGive service, not advertisers, sponsors, or nonprofits. An individual who signs up with iGive becomes a member and enters willingly into this agreement. Members list nonprofits for their own use, and for the use of other members.

Monies are earned by members and are credited to members' accounts, and then disbursed from their accounts to their selected nonprofit(s). iGive is providing a service to its members, not to nonprofits. Any taxes on this are the responsibility of the member.

2. The member understands that iGive uses its commercially reasonable best efforts to present various online merchants to the member, and enables the member to designate a commission specified on the iGive site on purchases from the merchants in the iGive mall to the member's account, for later disbursement to the member's selected nonprofit. The member understands that to earn that rebate on purchases, the member must click from the iGive mall to the merchant, and must forward the merchant e-mail order confirmation to orders@iGive. The member also understands that iGive seeks to find paying advertisers who wish to reach the member for the purpose of showing the member ads or selling merchandise. The member agrees that, after deducting for iGive's commission and fees, the net proceeds of any such showings will be delivered by iGive to the member's account, for later disbursement to a qualified nonprofit organization designated by the member or the member themselves.

Alternatively, advertisers may use iGive as an agent to forward donations to the member's selected nonprofit. iGive makes no representations as to its success or failure in these endeavors.

3. iGive is commissioned by the member; the terms of the commission may change upon thirty days notice to the member. This agreement lasts for 99 years, and is cancelable upon 30 days notice by either party. You must remain a member (which includes providing us a valid e-mail address at which we're allowed to contact you) for at least 2 months after signing up for a sign up "bonus" (if any) to be paid to your selected nonprofit. See active member below.

4. iGive will not disclose "personally identifiable" information regarding its members to any third party without the member's explicit permission, except as may be required by law or action of a court of competent jurisdiction.

5. Notice to members may be made by posting information on the iGive Web site or via e-mail. Members may give notice to iGive by e-mailing info@iGive.com.

6. iGive reserves the right to refuse any membership, advertiser,

advertisements, or recipient nonprofit organizations.

7 iGive or an advertiser may limit the number of ads a member may get credit for viewing during any given time period. This limit may change without prior notice, and it will be posted in this paragraph.

8. Member understands that the economic basis of iGive is delivering real transactions, and/or real persons viewing real ads to advertisers. Any action by the member that undermines that basis may disqualify the member and his or her viewing activity. All of a member's earnings or rebates may be disqualified, at the sole discretion of iGive, if the member attempts (1) to use iGive through any means other than through participating sign-up pages; (2) to disrupt iGive or circumvent the terms and conditions of this Agreement; (3) to use automated means to create entries/registrations; (4) register on behalf of another person; (5) provide false or unverifiable information to iGive; or (6) sign up multiple times. And, if any of the above or other attempts to defraud advertisers or iGive occur, iGive reserves the right to remedy any such action, disruption or circumvention in a manner, determined solely by iGive, that is fair and equitable to other members, advertisers, and nonprofits. iGive may not give notice in such an instance. All information posted and received is subject to final audit.

9. Member may take advantage of the iGive Mall. Member understands that iGive will use its best efforts to collect a rebate from iGive mall merchants, and remit those monies, less its fees, if any, to the member's account, for later disbursement to a selected nonprofit or to the member.

10. A member must be at least 13 years old.

11. **Active Member.** Being an active iGive.com member is important, because that generates the revenues that allow us to funnel money to our members' favorite causes. iGive.com defines an active member as a member who a) receives our weekly e-mail newsletters or visits the iGive.com site (member page) at least twice a month (in two different weeks), and/or b) has made a purchase from a vendor in the iGive mall at least once in the last 60 days. A member must remain active for at least 60 days after his or her initial registration for any initial donation or promotion to become effective.

12. **Tax Deductibility.** iGive performs a service for its members, and is not qualified to offer tax advice on the deductibility of any donation made by the member. This service allows the rebate provided by the merchant to the member to meet the structural qualifications of the IRS code, so that if donor and donee are qualified, the donation may be taken by the member. The rebate (of monies paid by the member to the merchant) provided by the merchant transfers to the control of the member, and the member voluntarily determines whether or not to donate that money, and whether or not to donate it to an organization to which donations are "deductible", as defined by the Internal Revenue Service under ? 170.

Donations made by iGive or the member as a result of activities other than purchasing are not deductible.

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iGive.com™ Frequently Asked Questions (FAQs)

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[Do I have to start my shopping from iGive.com?](#)
[How do I get credit for my cause from my purchases?](#)
[How do I know I've gotten credit for my purchases?](#)
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[I made a purchase from a store before they were on your site. Why can't I forward the confirmation for that old purchase?](#)
[Why do I have to sign in again at the merchant when making a purchase?](#)
[How much do I earn for my cause for clicking around the Member Page?](#)
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[Can I support more than one cause?](#)
[How do I change my cause?](#)
[How do I change my e-mail address?](#)
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[How do I cancel my membership?](#)
[Can family members join and use the same computer?](#)
[Can I use a public computer?](#)
[How do I wipeout my cookies?](#)
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[How do I list my cause?](#)
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[How do we edit or update our iGive.com cause listing?](#)

How do I keep track of how much we've raised?

When do we get the money?

How can we thank our supporters?

We haven't received the latest check we see on the Your Stats page yet.

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☐ iGiveFAQ

How does iGive.com work?

Who are you anyway?

Why do you provide this service?

More help.

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Is shopping at your site secure?

Yes. Every one of our merchants offer safe and secure shopping.

Does my cause get the full percentage listed?

Yes. Your cause will get the full percentage of the purchase price (minus tax and shipping and handling).

Do I have to start my shopping from iGive.com?

Yes. To get credit for your cause, and to qualify for exclusive member deals, you must start your shopping at the Mall at iGive.com.

How do I get credit for my cause from my purchases?

For each purchase, please forward the e-mail order confirmation including purchase price and order confirmation number to:

orders@iGive.com

For more info, see [confirming purchases](#).

How do I know I've gotten credit for my purchases?

Check "Your Stats" on your member page. There's a record of each of your purchases. It can take **up to 7 business days** for each purchase to appear in "Your Stats."

When will my cause get the money?

We send out checks monthly for all activity through the last day of the previous month. At our causes? request, we do not send checks for amount less than \$5. Earnings carry over each month until \$5 accrues. Take a look at "Your Stats" for a list of checks sent to your cause. \$10 bonuses are included in the checks sent to nonprofits **ONLY AFTER** the new member has made a purchase and forwarded the e-mail order confirmation. It can take up to 7 business days to process your e-mail order confirmation.

When do I get the \$10 bonus for my cause for making my first purchase?

Each new member receives a \$10 credit upon joining (it's removed after 45 days if you don't shop). Once you shop at the Mall at iGive.com (within 45 days of joining) and forward your order confirmation to orders@iGive.com, we'll send the \$10 to your cause.

I deleted my order confirmation.

Never fear. Just contact the orders or customer service department of the merchant and request another copy.

I forgot to forward my order confirmation.

We forgive you. Just dig it up and forward it to: orders@iGive.com. You can still get the credit for your cause.

What if I have a problem with my order?

Contact the orders or customer service department of the merchant.

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I made a purchase from a store before they were on your site. Why can't I forward the confirmation for that purchase?

Unfortunately, only those purchases made AFTER the store appeared at the Mall at iGive.com count. You **must have started your shopping from the Mall** in order to get credit for your cause. Why? Because only iGive.com members can earn money for their causes for their purchases and only after we make an agreement with the merchant to donate a percentage of your purchase to your favorite cause.

Why do I have to sign in again at the merchant when making a purchase?

When making a purchase, you have to sign in again (provide name, address, etc.) because you have left iGive.com and linked to the merchant's Web site. Their Web site is wholly separate from ours. We do not share information about you with our merchants, so in order to charge you for your order and send it to you, they need to collect your information as well.

How do I earn for my cause for clicking around the Member Page?

See complete details on our [clicks policy](#).

I don't see the click bonuses I've earned on my Stats.


Remember, only clicks on the links or ads on the member page (home page) count. If you click on the link for "The iGive Mall" and then click on 4 links in the Mall, you'll earn only 1 click. Once you leave the Member Page, your clicks do not earn bonuses for your cause.

The link to my cause on my member page isn't working.

If the person who listed your cause included a URL to the cause Web site when listing it, then the link to your cause will work. If your cause does not have a Web site, or if the person who listed it did not know about it, then we don't have the URL in our database, and it will not be clickable. If you like, you can contact your cause--they can edit or change their iGive.com listing and add the URL.

Why do I have to forward my e-mail order form.

When you e-mail us your order confirmation, we're able to credit your account and the account of your favorite cause immediately. Most of our merchants provide us with this information, but on a quarterly, not monthly, schedule. When you forward your order confirmations, you help ensure that your cause will get the money you raised quickly! It also helps us to audit the reports provided to us by the merchants to make sure the information they provide to us is accurate.

 [backFAQ](#)

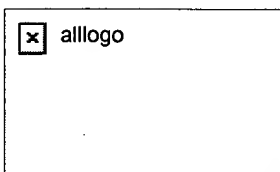
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We'll send \$10 to **YOUR** favorite cause the first time you shop at iGive

We're very proud of our privacy policy.

This site is a member of TRUSTe



TRUSTe Licensee

iGive.com is a licensee of the TRUSTe Privacy Program. This statement discloses the privacy practices for the iGive.com web site. When you visit a Web site displaying the TRUSTe trustmark, you can expect to be notified of: What personally identifiable information of yours is collected; What organization is collecting the information; How the information is used; With whom the the information may be shared; What choices are available to you regarding collection, use and distribution of the information; What kind of security procedures are in place to protect the loss, misuse or alteration under the company's control; and How you can correct any inaccuracies in the information.

Questions regarding this statement should be directed to our help desk by e-mailing help@iGive.com. If the Web site has not responded to your inquiry or your inquiry has not been satisfactorily addressed, please contact TRUSTe (<http://www.truste.org/users/watchdog.html>).

- First and foremost, we respect your right to privacy. We will never sell or share your name, cause affiliation, e-mail address, preferences, purchase information, site activity or other personally identifiable information to or with any third party, ever, without your consent or court order.
- We will be utilizing your e-mail address to send you our newsletters and to alert you to special opportunities and offers available only to iGive members. As a member, you may opt out of receiving the newsletter, or any correspondence from iGive at any time.
- We will disclose information that we gather only in the aggregate in order to analyze our usage and attract advertisers, corporate sponsors or merchant affiliates.
- We will take great care and caution to keep whatever information we gather safe. Our servers are all password protected, inside locked facilities.
- We will actively disclose to our members the kinds and quantities of information that we are gathering.
- We do not share this information with others.
- We and certain of our vendors use 'cookies' to make visiting our site a better, easier experience. These cookies allow us or our vendors to recognize you when you visit iGive and the iGive Mall. They also make it easier for us to track your activity and purchases

and to match them with your member registration and charity so that you receive the appropriate credit.

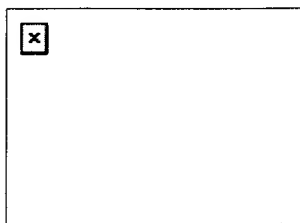
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- Please note that when a member shops at our advertisers or in the Mall at iGive.com, they are dealing with another company, not iGive.com. This means that you enter into a relationship with that company/web site separately from iGive. Any information you share with that advertiser or merchant is subject to their policies and practices, not to iGive's policies or practices. Members are encouraged to read the privacy policies of our merchant partners.
- We track of IP addresses and other information that may identify an individual.

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We'll send \$10 to **YOUR**
favorite cause the first
time you shop at iGive

Mission, Vision, and Philosophy

Our Mission

To enable the economic power of individuals to benefit their chosen communities.

Our Vision

In the near future, all consumer transactions will contain a percentage that benefits causes close to home.

Our Philosophy

Launched in 1997, we designed iGive to help people with a strong desire, but limited time and resources, to provide more support to their favorite charitable causes. We developed iGive to provide our members with the opportunity to help their favorite causes through their regular, everyday internet activity. We also envisioned iGive as an innovative, online fundraising source for charitable organizations.

Through iGive, the internet has allowed us to build an online community that harnesses the collective power of our members to help worthwhile causes. The internet helps us to create a simple, fast, individualized, and inexpensive connection between our members, their favorite worthy charities, and merchants providing quality, affordable products and services.

Our members are helping to channel thousands of dollars from their internet activities to worthy causes. Through their routine online browsing, clicking, and shopping activity, our members can raise significant sums to benefit their favorite organizations. There is no extra cost or loss of privacy to our members or their designated charities.

This is a wonderful new form of techno-volunteering, made possible by the Web. Our members are a part of a movement to make charitable activities an important part of the new internet economy.

With the support of our members and marketing partners, iGive will continue to grow and implement innovative ways to capture the good that is created when people join together online to make a difference.?

And just in case you were wondering?

No junk e-mail, we don't sell our members names to anyone.
No calls during dinner or any other time. **Ever.**
iGive is a **free service**.
Safe and secure transactions at every one of our merchants.

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iGive.com™ Why Join

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We'll send \$10 to **YOUR** favorite cause the first time you shop at iGive

- **It's free.**
There's no cost or obligation for you or your cause.
- **Virtuous Shopping**
Your everyday online shopping earns from .5% to 37.5% of each purchase for your favorite worthy cause.
- **Excellent Prices**
Over 235 merchants at our mall offer spectacular prices and exclusive member deals on almost anything for your home or office.

buy: books, cds, videos, pet care items, clothing, gifts, electronics, computers, software, office supplies, groceries, toys, flowers, and more
at: Barnes & Noble, Reel.com, J.Crew, Whole Foods, Dell, Beyond.com, e-Toys, Sharper Image, PlanetRx, Pets.com, and many more!

- **Virtual Karma**
You can list and support your favorite cause, and even track your earnings, all at our site.
- **\$800,000 Membership Challenge**
If you make your first purchase at the iGive Mall within 45 days of joining, we'll donate **\$10.00** to your cause!
- **Six Degrees of Donation**
We'll reward your cause for each referral who joins using your personalized Tell-a-Friend link and shops within 45 days of joining--out through six degrees of referrals.
- **Shopper's Bonus**
Shopping qualifies you to earn monthly bonuses (up to 4 cents) just for clicking around the site.

Top Ten Reasons to join iGive

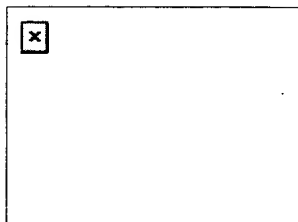
1. With 60 hour work weeks, carpool, piano lessons, and soccer practices, how else can you fit in doing good for others?
2. Avoid lines, traffic, surly clerks, and stroller wars with convenient online shopping.
3. You can buy that book, cd, video, baby gift, toy, sweater, chocolate, software, or pc you've been meaning to get. At better prices.

4. It's free. For you and your cause.
5. You can get that copy of *Men are from Mars, Women are From Venus* without embarrassment. Even if your nickname in college was "the Hulk."
6. No one will call you during dinner. Ever. We don't sell or publicize our members' names.
7. You haven't had such a good reason to turn on your computer since they invented electronic solitaire.
8. Who can't use a little good virtual karma?
9. You'll earn money for your cause for each person you refer who joins and shops within 45 days of joining, plus money for each person they refer--out through 6 degrees of referrals. Being popular hasn't meant so much since high school.
10. You can shop, get great prices, a break on your taxes, and give money to your personal favorite worthy cause. Wasn't that an episode of Fantasy Island?

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Be sure to read complete details on the offers above once you join.

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Log in to change info about your cause

Enter your e-mail address and the password we e-mailed to you. If you don't have an e-mail address, select "Cause ID" from the pull-down menu and enter the password that was sent to you along with this ID.

Cause ID:	<input type="text"/>	<input type="text"/>
Password:	<input type="text"/>	
<input type="button" value="Proceed"/>		

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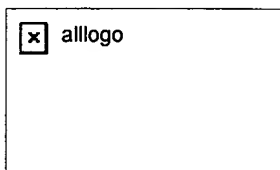
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List of your supporters

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Enter the Cause's e-mail address or Charity ID and the Cause's password below to get a list of all those iGive members who have agreed to tell their cause.

This area is reserved for the cause itself and so requires a special password (the one issued to the cause itself). If you need help, please e-mail npo@igive.com

Cause ID:

Password:

Proceed

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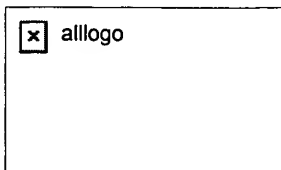
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We'll send \$10 to **YOUR** favorite cause the first time you shop at iGive

Other frequently asked questions

■ Why do I need to register?

- ☐ Becoming a member allows us to keep track of the money you earn through your shopping and browsing. You can change your cause at any time, and watch your progress on the Your Stats page.

■ How do I raise money?

- ☐ Each time you make a purchase from any of the stores at the iGive Mall, we donate between .5% and 37.5% of the product price to your charity (based upon the merchant). Check our site frequently, as we often offer specials that may earn even more for your cause. You can also earn bonuses for viewing ads and clicking on your member page. And, if you make your first purchase at the iGive Mall within 45 days of joining, we'll donate \$10 to your cause. None of this costs you or your cause anything extra but still benefits your charity!

■ How do I get started?

- ☐ Click "register now" in the menu to the left. Then visit the iGive Mall and start shopping. Every purchase raises money for your favorite cause. Also, be sure to tell your friends. The more members you refer who support your favorite cause, the more money you'll raise.

■ What about privacy?

- ☐ iGive will never sell or release any personal information about an individual member to an advertiser. The information you provide, as an iGive member, will only be used in aggregate to show advertisers what kind of members we have. An iGive advertiser will never contact you, unless you have given them information yourself. iGive will not release your name to your nonprofit unless you have given iGive permission to do so.

■ Can I change my cause?

- ☐ Yes, you can change your cause at any time. You will begin raising money for the new cause at the time of the change. Go to Your Settings from the member page. About half way down the page, you'll see a box that says: "Check here to change the cause you're supporting". Click the box, then go to the bottom of the page where you'll see a button that says "Change Information" -- click there also. You'll then be on a page where you can either search our database of causes, or you can list one of your own.

■ I share my computer. Is that ok?

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- ☐ Yes, this is fine. More than one iGive member can share the same computer. Our system will recognize you by your e-mail address (and the 'cookie' of your computer). So, it is important that each of you sign in when you visit the site to ensure that your nonprofit receives proper credit. If you use Netscape Navigator version 4.0 or above, you can set up separate user profiles. This allows every member to support their own cause, without having to log in each time they visit iGive. If you have any trouble registering or have any questions about registering, please let us know immediately by e-mailing: help@iGive.com

■ **How easy is it really?**

- ☐ All you need to do is join iGive, shop, and visit. By making iGive your home page, you make it even easier to raise money, and you will guarantee that you hear about special deals that save you money and earn extra money for your cause. At the same time, you will earn more for your charity by viewing ads each day before you begin your web surfing.

■ **How can I get my friends and co-workers involved?**

- ☐ After you join, go to our Tell-A-Friend section. Here you can enter the e-mail addresses of your friends and colleagues. This is completely secure, and their e-mail addresses will go NO farther. Our tips page lists other things that you can do right away to increase the earnings to your charity.


■ **Suppose I try it and don't like it?**

- ☐ If you try iGive and don't like it, we'll cancel your membership at your request without questions. There is no risk and no obligation to you or your charity

■ **And if I have more questions?**

- ☐ We are ready and willing to help in any way we can - just e-mail help@iGive.com

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Registration: Search Tips

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\$10 BONUS for shopping!

We'll credit you with \$10 when you join.

Shop at the Mall at iGive.com within 45 days and we'll send that \$10 to your cause!



I can't find my cause searching by its name.



Leave out words like: "the," "an," and "a."



Causes can be listed under their full names, their acronyms or abbreviations, or under both. If your cause goes by an acronym, try searching by a key word in the cause name first. You might also try typing in the acronym with and without the periods. For example: F.U.R.R.Y. or FURRY.



Use just 1 or 2 key words of the name of the cause.
Ex: Jane Goodall Institute
Type in: Jane



If the organization's name has an **ampersand (&)** in it, try using the word 'and'? instead.

Try leaving out **apostrophes (')** in the name.



How can I search by cause type?



Click on the tab for advanced search. Select a cause type from the drop-down menu, and choose another refinement. For example, for a list of causes in your area that match the cause type you want to support, select your state and/or type in your city.



How do I find the national headquarters of an organization?



Some organizations have many affiliates and branches. For example, Habitat for Humanity has both a national headquarters and local affiliates. If you enter "Habitat" you will come up with the complete listing of all the available groups from which you can select.



How do I get more information about a cause?



You may want to search the [database of GuideStar](#), one of the Web's largest clearinghouses of information on nonprofit organizations.

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 searchnow

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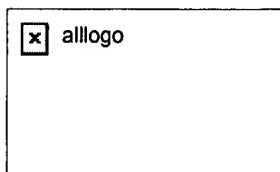
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Change the cause you support

for you

Search for a new cause using one or more of the fields below.


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- [first-time buyer deals](#)
- [member resources](#)
- [tips and tricks](#)
- [your settings](#)

- You may **select or list ANY WORTHY CAUSE** you like.
- **Use recommended search** first for best results.
- Click on the tabs to try a basic or advanced search.
- To avoid duplicate cause entries in our database, we recommend performing at least three searches for your cause before listing it.
- Earnings begin accumulating for your new cause as soon as the change is complete.

Search for your cause

<input type="text" value="recomendgold"/>	<input type="text" value="basicblue"/>	advanced search
---	--	------------------------

Type in **one key word** from
the name of the cause

State/Province ?

Tip: Omit "the" and "an"

[SEARCH TIPS](#)



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to be added to our media list
for future press releases,
please contact

Allison Clark:
aclark@iGive.com

White Paper on eCharity

To Give Or Not To Give?

The question that faces us as we contemplate a new, digital economy.

Background: The new economics

As this new Internet economy develops, markets are recognizing a fundamental 'gap' between the cost structure of 'molecular' (i.e. brick and mortar) businesses and 'digital' businesses, with the advantage going to digital businesses.

The stock market has placed huge valuations on this potential differential. Amazon, for example, is valued at 200 times potential revenues in the year 2000, which is an enormous vote of confidence in the leverage these new margins represent. Similar valuations go for Yahoo, eBay, and countless others. It's new money.

So far, all the new money is going to the capitalists. Fair enough. They took the risk, they won the reward. And yet here is an entirely new opportunity for charity, enabled by the very technology that is creating all this wealth. These new margins can be, in part, directed to charity in ways never imagined before the power of the Internet.

And we can realize not just the power of technology, but the power of technology to do good. We can build in a payback from this new technology through the cause motivations of the marketplace, rather than depending on the philanthropic benevolence of the wealthy. That is the issue that faces us when we consider these new margins: To give, or not to give.

Affiliate economics and the new margins

There is presently 'price protection' around this gap between digital and molecular distribution channels. Brands do not want to destroy their traditional brick and mortar channels by cutting prices wildly online, so margins have an artificial protection for the time being. Brands which are unfettered by molecular distribution, however, have flourished. Witness the explosive growth of online business at companies like Cisco, Dell, Gateway. They have forced competitors to respond to their online convenience and/or intense price competition.

In the consumer world, online sellers have their own problems connecting the consumer with the website, in order to generate these new electronic savings. There is a considerable new customer cost involved in getting people online to make a transaction with the merchant.

Hence the rise of affiliate programs, which are a temporal solution to the problem. Affiliate programs are 'commission sales' programs by online e-merchants. Rather than incur the 'risk' of advertising for new prospects and turning those prospects into customers, e-merchants are enabling virtually any website to get a commission on actual purchases by referred customers.

B4

These 'affiliate commissions' are less than the traditional retail distribution cost, which is fair, because the e-merchant is doing much of the 'heavy lifting,' in terms of merchandising, transactions, stocking, transactional websites, and so forth. But the affiliates are also doing heavy lifting in terms of 'traffic' and 'customer loyalty.'

The birth of e-charity

One interesting trend that has arisen from the fertilizer of affiliate commissions is that of splitting the commission with the consumer's chosen charity. A number of new e-charity firms have formed, all 'aggregating' merchants and enabling consumers who shop those merchants via the e-charity to redirect part of the new Internet margin ? represented by the affiliate commission ? to a charity. Again, so far, so good.

Consumers appear to love the idea. Now, when they shop online for the things they need or want, a percentage of the purchase goes to a worthy cause. In many cases, to the individual's personal favorite worthy cause ? the medical research that will help their descendants, or their kid's school, or the mission that is helping to educate inner city kids, or the pet rescue charity in town.

And merchants appear to benefit. Marketing statistics indicate that consumers have a strong preference for doing businesses with corporations that are good citizens, and that when the merchant is making a donation of part of the sale price to the consumer's cause, consumers see a very tangible demonstration of corporate citizenship.

Will affiliate commissions, and e-charities, last?

In time, the economy is efficient, and drives prices toward cost. One cost is the value expectation of the consumer.

At iGive.com, the leading e-charity, we believe we are in a race: Generate significant consumer expectations for support for worthy causes when they do business online, before the margin protection disappears and the opportunity is lost.

Here is the dream. Which side are you on?

Our side: As the new economy evolves, consumers expect a big 'feelgood' component to their purchasing. We create a new behavior pattern that says that in a new, rich, electronically enabled world, there is margin to do good, and to help causes, and even better than that, to help the causes I as an individual care about. Margins drive toward cost, but we've created a new cost -- consumers expect online merchants to be terrific corporate citizens -- better than brick and mortar companies. We think this dream is possible.

This is the power of technology to do good.

The other side: As the new economy evolves, margins will drive toward cost, and causes will be left to fend for themselves as before.

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We think this leaves a huge emotional and societal 'hole' compared to the vision of the former. It's just business as usual, instead of moving business toward good.

Trends support the side of light

1. Social entrepreneurialism. Many are recognizing the inherent value of bringing competitive talent and in fact the forces of competition to bear on social problems. This competition means that e-charities will be driven to greater efficiency than governmental or even volunteer efforts.

2. Internet democracy. The new technology enables 'communities' like never before, around interests as small as you can imagine. Hence the explosion of chat, personal websites, and other new forms of self-expression. It also enables individuals to participate in causes. The .org sites and activities are generating tremendous participation and enthusiasm.

3. Guilt. Enormous new wealth is being generated, and someone should do better by the less fortunate, whether the less fortunate are kittens and puppies, inner city kids, our kids, churches, and so forth. We have a chance to 'bake' that support into the new margins, and enjoy the unbelievable efficiency that arises when those new donations are directed by the individual to the cause or causes they choose.

4. Innovation. Now we can build an entirely new kind of voluntary, line-item donation into the economy that actually lowers overall costs by motivating people to be digital, gives the individual, not the corporation or government, the choice on what to support.

5. Competition. The news is not that we figured this out. The news is that this is happening, competitors are out there, and with lots of entrepreneurs going at this, it has a chance to succeed.

Our charitable bottom line

We have a chance to commit a new kind of donation and do-good effort into the new Internet economy that bypasses traditional inefficient distribution, and lets the individual pick the causes they care about for this new money.

It is individualism, it is capitalism, it is democracy, it is entrepreneurialism. It creates an entirely new idea about what purchasing is about. We have the ability to create a future where our descendants come to expect the responsibility and ability to direct a portion of their merchant dollars to help the needy.

But it won't happen -- this transitory margin will drive to zero -- unless we create and build a consumer expectation that this margin belongs in our new pricing.

We need e-merchants who understand this, editors who are willing to open a dialog on the subject, and technology companies willing to make the effort to have technology stand for a new, better, and innovative kind of societal goodness that only technology itself could enable.

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To give or not to give in the new economy? We can, in fact, make the answer, with every transaction, a definitive to give.

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iGive.com revolutionizes online
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Introduction

A portion of every purchase at the iGive Mall may qualify for tax deductions.

Go shopping, help others, pay less tax.

iGive introduces its patent-pending process for making a portion of every purchase you make at the iGive Mall tax deductible for U.S. residents. Buy the things you need or want, at great prices, from the vendors of your choice (over 190 and growing) and you may get a tax deduction.

How does it work? When you purchase something from a vendor in our mall, the vendor sends us back a portion of that money. We account for it for you, and then send it to the worthy cause you've selected, less a service fee.

What do I have to do?

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- You have to be an iGive member (it's free).
- You have to start your shopping via the iGive Mall.
- You have to e-mail us a copy of the purchase confirmation e-mailed to you by the vendor (although that will change, as more and more of our vendors send it to us automatically).

Why does it work? To be tax-deductible, the IRS wants to make sure that:

- you're giving away **your** money.
- your donation is **voluntary**.
- your donation is going to a charity of **your choice**.
- your money is being donated to an entity that **qualifies** under section 170 of the IRS code.
- you get a written receipt from the nonprofit for **donations over \$250**.
- you have an itemization of donations **less than \$250**.
- no deduction is taken **prior** to the money actually being disbursed by your agent.

Here's how our patent-pending system assures that these criteria are met:

- the money received from vendors by iGive on your behalf is a portion of the money you spent with them. It's a rebate. We've established an account for you that tracks this.
- To make sure that the donation is voluntary, you may choose to receive the money directly, instead of sending it to your favorite cause. We send out these checks on the same schedule as we send out the charities' checks.
- You choose the charity that receives your donation.
- We provide you with information supplied by the nonprofit as to the tax-deductibility of donations made to that nonprofit.
- We do not allow donations over \$250 to any single charity from your iGive shopping activity in any single month.
- We provide the member a detailed listing of the checks sent by us on your behalf to charities and of the purchases they cover.

REMEMBER, ULTIMATELY YOUR PERSONAL TAX SITUATION AFFECTS YOUR ABILITY TO TAKE ANY TAX DEDUCTIONS, SO YOU SHOULD CONSULT YOUR TAX ADVISOR.

When does it start? Purchases made on or after August 12, 1999 qualify.

How much goes to my cause? The amount differs for every merchant and may change from time to time. Right now, the amount varies from .5% to 15% of the amount you spend. When you visit the iGive Mall, you'll see the % (or sometimes a dollar amount) displayed prominently next to the vendor's name.

When do they get the money? Checks are sent monthly to all verified nonprofits for all activity through the last day of the previous month, with the exception of December, when purchases made and reported to us by December 26th were sent to your cause by December

31st.**How do I know they got the money?**

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- First, we list the date and check number of all the checks we write to charities on the site under "Your Stats."
- Second, PLEASE call or write the charity to confirm that they got the money. Frankly, if they didn't, we want to know about it as soon as possible.

Is there a minimum? Yes, the smallest check we will write is for \$5.

Why are you doing this? Our business philosophy is "make money, do good, and have fun." If we can make this a profitable business, we've created a self-sustaining way to channel untold millions or hundreds of millions of dollars from the new internet economy to nonprofits big and small, and have fun doing it. We call it "baking eCharity into eCommerce," and we think it's pretty cool.

We pioneered this whole concept in November, 1997 and now we're working as hard as we know how to make it positively affect as many worthy causes as possible. To date, we've sent over \$320,000 to our members' favorite worthy causes, and it keeps on growing and growing faster every week.

What charities are eligible? If you can write the charity a check and deduct the amount of that check, you can deduct the amount of money iGive sends them on your behalf. We've asked the charities listed on our site to tell us if donations to them are deductible, and we'll be listing that information for our members' benefit. Right now, we've structured this only for members in the U.S. and U.S.-based charities. We'll be working to extend this to other countries soon.

Do all of my purchases count? Any purchase made at a vendor listed in the iGive Mall counts. Of course, you have to "start" at the Mall so that the vendor knows to rebate the money to us on your behalf.

What doesn't count? There are lots of other ways to help your cause at iGive that may result in money for your cause, but that are not deductible. For instance, money that you earn for signing up, viewing and clicking on ads, or for helping your cause get press coverage do not count. Only purchases count towards deductibility.

Reporting: How do I report this to the IRS, and how do I find out all of this for myself? The page that currently reports your stats now also reports your purchases broken out for tax purposes. Just print this out for your records whenever you want to ? the IRS currently doesn't require anything more than a listing for a donation under \$250 to any one charity.

Are there any limits to this? You can choose to give money to as many charities as you wish during the year. You cannot give more than \$250 to any single charity via iGive in a month, to make sure that you stay within the IRS limits on gifts without a receipt directly from the charity.

Are you qualified to give tax advice? Nope ? we're not qualified, and we are not giving any. We've worked with our attorneys and the published IRS regulations to invent a system that allows you to deduct a portion of your purchases ? but it may not work for everybody or every situation. You should consult with your own tax advisor to determine whether amounts are deductible.

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Can I change charities? Yes, as often as you wish. The change is effective from the date you make the change and beyond. You cannot change charities retroactively.

Can I choose to get a check instead of give the money to a charity? Yes, you can. You can change anytime, and the change is effective immediately. You cannot change your choice retroactively.

Do you need my name and address? Yes. In order to comply with the IRS regulations, we need your name and address on file. Like all information at iGive, it is covered by our extremely strong privacy policy. We will not reveal this to third parties without your prior permission.

Patent-Pending? Nobody's ever done this before, yet for years our members have been asking us "is this deductible?" So, we set our best minds to work on it, closeted them with attorneys, and invented a way to do it. We're really proud of it (we hope you can tell). Not only is it unique, novel, and unobvious, it's really easy for our members to do. So, we've applied for a patent on a method for making and accounting for purchases tax deductible to the purchaser.

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iGive Member Gift Basket

Hundreds of dollars in savings, gift certificates, and special offers for our new members

Welcome to iGive.com!

As a thank you for your joining the community of eCharity, we'd like to offer you this selection of special first-time buyer offers from many of our excellent merchants in the iGive mall.

Once you are a member, you'll be able to take advantage of these great offers. We know that once you begin shopping online, you'll be excited about the variety of products, competitive pricing and convenience. Every dollar means more for your cause, so go online and start shopping today!

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AmazingBaskets.com	\$5 off your first purchase. Offer expires 5.10.00.
Automotive.com	20% off your first order.
BookCloseOuts.com	\$5 off an order of \$25 or more and \$10 off an order of \$50 or more. Both can be used once per customer. Offers expires 4.30.00.
CarParts.com	\$10 off orders of \$25 or more. \$20 off orders of \$50 or more. \$30 off orders of \$100 or more. Offers expire 3.31.00

Chipshot.com	\$10 off any purchase of \$50 or more. Offer expires 8.31.00.
Cooking.com	Free cookbook with first order of \$35 or more. Offer expires 3.31.00.
eDelights.com	Save 10% on your first purchase.
GreatFlowers.com	\$5 off your first purchase. Offer expires 5.10.00.
HickoryFarms.com	10% off your first purchase.
HomeWarehouse.com	20% off your first purchase. Offer expires 2.29.00.
JewelrySpotlight.com	\$10 off your first purchase. Offer expires 5.10.00.
McAfee.com	14-day free trial to the McAfee Clinic or 1-year subscription at \$29.95 (discount from \$49.95).
MotherNature.com	\$10 off your first purchase of Mother Nature brand products. Offer expires 2.18.00.
OnlineOfficeSupplies.com	10% off and free shipping. Offer expires 3.31.00.
PaulFredrick.com	Free Italian silk tie with first order.
PlanetRx.com	\$10 off your first nonprescription purchase.
TheGift.com	\$10 off purchase of

\$39.99 or more.

Wickers.com

One free bonus
garment with every
order.

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you shop**

Listed below are the last 45 days of payments to the causes our members have chosen to support. They are arranged first alphabetically, and then in date order.

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	<input type="text"/>	Name & Address	Check No.	<input type="text"/>	Check Date
					[NEXT 50 EN
3211		Child Development Center at Federal Energy Regulatory Commission (FERC) Washington, DC 20426-0001	51215	\$12.74	01/27/2000
3211		Child Development Center at Federal Energy Regulatory Commission (FERC) Washington, DC 20426-0001	47980	\$4.41	12/30/1999
3211		Child Development Center at Federal Energy Regulatory Commission (FERC) Washington, DC 20426-0001	44434	\$19.05	12/16/1999
6676		Norris Cotton Cancer Center (NCCC) Hanover, NH 03755	46571	\$12.01	12/23/1999
6221		\$1 Energy Fund, Inc. Pittsburgh, PA 15203	49165	\$0.01	12/30/1999
3894		10th Life Foundation Santa Barbara, CA 93101	51250	\$18.39	12/31/1999
3894		10th Life Foundation Santa Barbara, CA 93101	48248	\$34.54	12/30/1999
3894		10th Life Foundation Santa Barbara, CA 93101	45340	\$22.55	12/23/1999
3894		10th Life Foundation Santa Barbara, CA 93101	44475	\$37.05	12/16/1999
3894		10th Life Foundation Santa Barbara, CA 93101	51991	\$956.25	02/25/2000
6392		20/20 Vision Washington, DC 20036	49227	\$1.72	12/30/1999
4441		24 Carat Ferret Rescue And Shelter Las Vegas, NV 89102	51277	\$5.49	12/31/1999
4441		24 Carat Ferret Rescue And Shelter Las Vegas, NV 89102	48464	\$9.98	12/30/1999
4441		24 Carat Ferret Rescue And Shelter Las Vegas, NV 89102	44516	\$25.83	12/16/1999

5468	240sx Car Club of America Wellington, FL 33414	48837	\$2.00	12/30/1999
6944	4 Paws Rescue Team, Inc. Bealeton, VA 22712-0328	49460	\$1.21	12/30/1999
6944	4 Paws Rescue Team, Inc. Bealeton, VA 22712-0328	44691	\$22.52	12/16/1999
3629	4-H Foundation of Alachua County - Gainesville, Florida Gainesville, FL 32609	50475	\$2.12	12/30/1999
5540	4-H Foundation of Breezy Knoll Hartwood, VA 22406	48866	\$2.15	12/30/1999
3492	4-H Foundation of Indiana Indianapolis, IN 46202-4042	50442	\$2.01	12/30/1999
5386	4-H Foundation of New Hampshire Durham, NH 03824	48804	\$0.06	12/30/1999
5386	4-H Foundation of New Hampshire Durham, NH 03824	52136	\$12.24	02/25/2000
3746	4-H Foundation of Tatum Tatum, TX 75691	48186	\$0.17	12/30/1999
3162	4-H Foundation of Virginia - Lucky Bits & Spurs Catlett, VA 20119	47960	\$0.15	12/30/1999
2643	4-H Foundation of Wyoming State Laramie, WY 82071-3354	47751	\$2.56	12/30/1999
3228	4-H: National 4-H Council Chevy Chase, MD 20815-4999	45303	\$10.41	12/23/1999
3794	4:20-Legal Defense Fund Wagram, NC 28396-8913	48204	\$3.80	12/30/1999
4202	40th Marpole Scouts Vancouver, BC V5Z 3X4	48376	\$6.76	12/30/1999
7245	9 Lives Rescue, Inc. Colorado Springs, CO 80970-5183	49543	\$0.24	12/30/1999
7245	9 Lives Rescue, Inc. Colorado Springs, CO 80970-5183	52399	\$12.75	02/25/2000
6305	911 Media Arts Center Seattle, WA 98109	49195	\$0.09	12/30/1999
6305	911 Media Arts Center Seattle, WA 98109	45479	\$19.29	12/23/1999
6305	911 Media Arts Center Seattle, WA 98109	44641	\$14.24	12/16/1999
6305	911 Media Arts Center Seattle, WA 98109	52246	\$29.36	02/25/2000
5309	A Friend's House McDonough, GA 30253	48775	\$8.87	12/30/1999
5309	A Friend's House McDonough, GA 30253	44565	\$22.93	12/16/1999
4361	A Keiki's Dream Wailuku, HI 96793	48429	\$0.60	12/30/1999
4361	A Keiki's Dream	44510	\$10.02	12/16/1999

	Wailuku, HI 96793			
7858	A Place for Us Greyhound Adoptions & Rescue Edgewood, NM 87015	49748	\$0.06	12/30/1999
7858	A Place for Us Greyhound Adoptions & Rescue Edgewood, NM 87015	52520	\$10.10	02/25/2000
5031	A Place of the Heart Spiritual Center Pioneer, TN 37847	48669	\$2.04	12/30/1999
5824	A Wish with Wings, Inc. Arlington, TX 76007	49002	\$0.16	12/30/1999
3420	A&M Consolidated High School Marching Band (Tigers) College Station, TX 77840	48069	\$0.24	12/30/1999
3420	A&M Consolidated High School Marching Band (Tigers) College Station, TX 77840	45314	\$16.97	12/23/1999
3420	A&M Consolidated High School Marching Band (Tigers) College Station, TX 77840	51953	\$12.57	02/25/2000
3275	A&M Consolidated Photo Club College Station, TX 77840	48010	\$2.15	12/30/1999
3804	A.D.O.P.T. - Animals Deserving of Proper Treatment Naperville, IL 60567	48208	\$15.57	12/30/1999
3804	A.D.O.P.T. - Animals Deserving of Proper Treatment Naperville, IL 60567	51983	\$27.15	02/25/2000
5533	A.J. Heschel Day School West Agoura, CA 91301	50650	\$4.06	12/30/1999
4740	A.P.N.E.A. Network Bolingbrook, IL 60440-7266	48561	\$4.93	12/30/1999

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